

October 2022

Water Filtration - US

“The water filtration market has declined slightly since consumers have returned to out-of-home activities and have cut back on dispensary spending due to inflation. Maximizing value beyond monetary savings will be immensely important for water filtration brands during this inflationary period, and brands can elevate value by highlighting long-term cost ...

Paint and Wallcoverings - US

“Effective engagement with consumers, especially in an uncertain economic climate, will hinge on capitalizing on shifts in behavior from the pandemic, including their investment in home spaces and use of online channels, social media and influencers. Challenges lie in rising costs, which may demand suppliers emphasize high value and affordability ...

September 2022

The Natural Household Consumer - US

“As the pandemic began to transition to an endemic and the need to immediately kill germs in the home declined, many analysts predicted a broader adoption of natural/eco-friendly cleaners. But due to historic inflation, consumers prioritized their wallets over their eco values and revenue for the country’s largest natural ...

Pet Supplies - US

“As pets continue to be a bigger part of people’s lives, consumers will continue shopping for various pet supplies. This will provide sustained growth to the category despite challenges of inflation and shifts in consumer spending. Moving forward, delivering value, health and wellness will be areas of focus as consumers ...

August 2022

Outdoor Cooking - US

“Outdoor cooking experienced a boom during the pandemic, creating opportunities to capitalize on shifts in behavior by engaging consumers with recipes, demonstrations, celebrity chefs and influencers. Challenges, however, lie in rising costs, which will demand suppliers showcase high value and affordability of both equipment and at-home cooking. Looking forward, opportunities ...

Consumers and the Economic Outlook - US

“Consumers are in for a rough time over the course of this year and early 2023. Inflation is at a 40-year peak, with economists not expecting to see it cool down back to the 2% target for the near future. Combined with sharply rising rates and imbalanced supply and demand ...